

KCBD LOCALISM INITIATIVES

Local News

KCBD airs 28 local newscasts per week which represents 19 hours weekly, averaging 5 hours per day. 21% of daily programming is devoted to local news.

Web Site: We have a community calendar available to be used by anyone with an internet connection. The calendar allows users to post their community events which can then be viewed by others. We can also post the event for someone if they fax, mail, or email us the information. We also feature stories in our community section that deal with community and nonprofit events throughout the year. Our entertainment section is also a good community resource listing a variety of local events. Extended Web content: News and Political Content are excellent added value to our users. We enhance news stories with relevant links, added interview materials, government content that is relevant, and an archive of similar stories. Political Coverage is very aggressive online at KCBD.com with FREE streaming video of interviews on the issues, Polling information, voter reaction, sample ballots and all relevant stories and then of course fast accurate results on the night of any election activity.

Local Public Affairs

In the local Noon News KCBD has a regularly scheduled 2 ½ min. segment four days each week titled, "Noon Notebook", which is dedicated to local events and causes in Lubbock and surrounding communities.

"NewsChannel 11 at 5" contains an interview segment of approx. 3 minutes each on Tuesdays and Thursdays, where KCBD Health Reporter interviews health professionals regarding cutting edge health practices and timely health issues. Wednesdays on "NewsChannel 11 at 5" we interview a local "Expert" on such topics as home mortgages, home remodeling, real estate, pest control, jewelry, funeral planning.

KCBD Chief Meteorologist frequently presents his weathercast live from the location of events and public information around the city.

KCBD produces and airs three half-hour public affairs programs monthly on weekend afternoons:

- o "Que Pasa" is oriented toward the Hispanic community with local Hispanic community leaders, events and happenings. The program is broadcast in Spanish.
- o "What's Going on" is oriented toward the Black community, featuring topics of interest to that community.
- o "Inside Lubbock Public Schools" is oriented to the events and happenings of the Lubbock Independent School District.

Creating or Selecting Programming

KCBD welcomes & solicits comments and suggestions from the public regarding programming. We promote "11Listens.com" on our website, kcbd.com, where the public can make comments and ask questions. Each e-mail is considered and a response given.

In order to provide programming of interest to the community, KCBD occasionally preempts network programming for such events as: 19th District Congressional Debate, Children's Miracle Network Telethon, local Texas Tech University Lady Raiders basketball NCAA tournament games, Lubbock Lion's Club Charity Auction.

Emergency Programming

When necessary, KCBD provides live cut-ins for weather events in the DMA. We provide live, remote broadcasts covering storms which may impact any of

the communities in our viewing area, providing weather and safety information to the viewer.

Some recent examples of our coverage are:

- o The intersection of FM 40 and FM 1729 in Lubbock County has been the site of many collisions including a fatal accident on August 2, 2004. After another accident on September 16, 2004, residents in the area called for change. NewsChannel 11 was live at the scene with residents concerns. We also talked to the Texas Department of Transportation and were told four way stop signs would be installed at the intersection. Those signs were installed on September 24, 2004, with NewsChannel 11 live again with reaction from residents.
- o A local high school student died on August 24, 2004, from injuries she received in a five-vehicle accident the day before. Concerned parents called NewsChannel 11 after our initial live report with concerns over the road. NewsChannel 11 went live with their concerns including no stop signs and talked about their call to action. A week later on September 1, 2004, more than 100 parents showed up at a local high school to hear about safety measures the school implemented. NewsChannel 11 was at the meeting and brought our listeners the list of measures which included hiring an additional officer and for the first time establishing a daily patrol with officers monitoring speed with a new \$2,000 radar gun.
- o On the morning of October 25, 2004, Lubbock police were called to a local apartment complex where a mother and her three children had been murdered. NewsChannel 11 was live at the scene with the details of what happened and a phone number anyone with information on the killings could call. NewsChannel 11 also talked to a relative of the victims so our viewers could learn a little more about the victims.
- o Mother Nature paid Lubbock a visit on February 24, 2004, as a mix of rain and snow fell across the city causing dangerous driving conditions. While the NewsChannel 11 First Alert Forecast team tracked the storm for our viewers, NewsChannel 11 reporters were live on the city's streets providing the latest road conditions. NewsChannel 11 also showed viewers how the city and state kept roads safe, and told our viewers about one group, farmers, who were happy to get the moisture.
- o In 2004, for the third straight summer, NewsChannel 11 spent five days on the road visiting different communities and broadcasting our entire 30-minute 6 and 10 pm newscasts live from those communities. In the summer of 2004, NewsChannel 11 visited Brownfield, Lamesa, Littlefield, Snyder, and Slaton. During our newscasts, NewsChannel 11 highlighted stories from those communities, including the town's history, their economic driving factors, recreational things to do, and that town's claim to fame.

• KCBD participates in AMBER and EAS as a local primary station.

• KCBD's investment in weather forecasting equipment:

- o We subscribe to a company called Weather Central. They provide us with the latest technology for forecasting daily and severe weather events. Including the latest data available from satellite and radar technology from the national weather service.
- o We have our own live Doppler radar and technology that allows us to pinpoint and track live storms in a particular area down to the street in our entire 19 county viewing area.
- o We provide a free service to our viewers called Thundercall where we provide warnings to a persons home or cell phone minutes after it has been issued by the national weather service.
- o Total annual investment of about \$70,000.

Political Programming

On October 12, 2004, KCBD aired the 1-hour live Lubbock debate of the candidates for the Texas 19th Congressional District seat. Preceding the debate, 6:30-7:00pm, KCBD produced and aired a half-hour pre-debate show which profiled the candidates.

On October 17, 2004, 10:30-11:30am, KCBD aired the taped 1-hour Abilene debate of the candidates for the Texas 19th Congressional District seat.

To every candidate we offered free time to accepted it. Please see pages 4-7 for a detail of the following four categories:

1. KCBD's On Air Local Political Coverage between September 1 and October 26th, 2004

2. KCBD's On Air Local Candidate Free time between September 1 and October 26th, 2004

3. KCBD's Web Local Political Coverage between September 1 and October 26th, 2004

4. KCBD's Web Local Candidate Free time between September 1 and October 26th, 2004

5.

KCBD On Air Political Coverage Log
September 1, 2004 - November 5, 2004

Date Description of Coverage

9/1/2004 Neugebauer Reacts To Republican Convention -Look live Satellite Interview with Neugebauer

9/2/2004 Expectations Of Republican Convention - Recorded Satellite Interview w/Neugebauer

9/2/2004 District 19 Candidates Set Dates For Debates - Fullscreen graphic w/info

9/7/2004 District 19 Candidates - We compare the financial budgets of both Neugebauer & Stenholm

9/8/2004 Charlie Stenholm Described Duties Of Armed Services Committee - Sot from Stenholm

9/8/2004 Charlie Stenholm Named To Armed Services Committee - Sot from Stenholm

9/12/2004 Texas Right To Life Endorses Neugebauer - Vo/Sot

9/16/2004 Stenholm Uses President Picture In Commercial Ad - Vo/Sot

9/16/2004 Neugebauer Demands CBS Retract Bush Story - Rdr

9/16/2004 Political Commercial Ad Controversy - Pkg with remarks from Dist. 19 Candidates

9/17/2004 Political Commercial Ad Controversy - Pkg with remarks from Dist. 19 Candidates

9/18/2004 Stenholm Speaks At POW and MIA Soldier Vigil - Vo

9/18/2004 Neugebauer Makes Appearance At Habitat For Humanity Dedication - Vo

9/21/2004 District 19 Negative Ads - Vo Teasing 10PM News

9/21/2004 Stenholm Attacks Neugebauer's Voting Record - Pkg with featuring responses from both sides

9/22/2004 Stenholm Attacks Neugebauer's Voting Record - Pkg with featuring responses from both sides

9/22/2004 Stenholm Attacks Neugebauer's Voting Record - Pkg with featuring responses from both sides

9/23/2004 District 19 Mudslinging - Vo/Sot With Neugebauer Responding To Stenholm TV Ad
 9/24/2004 Political Contributions - Neugebauer Linked To Delay/PAC Controversy

 9/26/2004 Stenholm Makes Stop At South Plains Fair - Vo
 9/27/2004 District 19 Candidates Change Dates For Debate - Fullscreen
 9/27/2004 District 19 Candidates Change Dates For Debate - Fullscreen
 9/27/2004 Stenholm Visits Senior Center, Neugebauer To Speak At Conference - Vo
 9/28/2004 NewsChannel 11 Takes A Look At Effectiveness Of Debates - Pkg

 9/29/2004 Laura Bush Speaks In New Mexico - Map
 9/29/2004 Campaign Trail Sends First Lady To New Mexico - Pkg
 9/29/2004 NewsChannel 11 To Air District 19 Debate Live - Sot w/General Manager, Dan Jackson
 9/30/2004 Neugebauer Responds To First Presidential Debate - Sot via Satellite

 9/30/2004 Stenholm Comments On Healthcare Legislation - Sot
 10/1/2004 Deadline To Register To Vote Is Near - Vo/Sot
 10/1/2004 Increase In Voter Registration - Pkg
 10/1/2004 Voter Registration Deadline Monday - Vo/Sot
 10/3/2004 Neugebauer Visits With West Texas Farmers About 2003 Losses - Vo

 10/5/2004 Decision 2004 Coverage On NewsChannel 11 - Driving Viewers To The Web - Vo
 10/5/2004 Decision 2004 Election Coverage - Vo
 10/5/2004 Decision 2004 Coverage On NewsChannel 11 - Driving Viewers To The Web - Vo
 10/5/2004 Lubbock Neighbors Start Political Sign War - Pkg
 10/7/2004 Neugebauer Gets Amendment Approval For Disaster Aid Assistance For Tx Farmers
 10/7/2004 Neugebauer Gets Federal Aid For Texas Farmers - Vo/Sot
 10/10/2004 Bush Coming To Hobbs, New Mexico
 10/10/2004 U.S. House Passes Bill That Will Benefit West Tx Farmers - Vo

 10/11/2004 Bush hosts rally in Hobbs, NM - Vo/Sot
 10/11/2004 President Bush in Hobbs, NM - Set Vo/Sot
 10/11/2004 President Bush Looks For Support In New Mexico - Pkg
 10/11/2004 District 19 Debate - Promoting Coverage of Debate - Vo
 10/12/2004 District 19 Debate - Promoting Coverage of Debate - Vo
 10/12/2004 District 19 Debate - Promoting Coverage of Debate - Vo
 10/12/2004 District 19 Debate - Promoting Coverage of Debate - Vo
 10/12/2004 District 19 Debate - Promoting Coverage of Debate - Vo
 10/12/2004 District 19 Debate on NewsChannel 11 - Live
 10/12/2004 District 19 Debate on NewsChannel 11 - Live
 10/12/2004 Inside Washington Politics. We sent a reporter to Washington to profile two incumbants running against each other to represent West Texas. Very creative story. It is the first of three from D.C.
 10/12/2004 Special Election Coverage - 30 Minute Pre-Show With Enhanced Coverage of District 19 Candidates before the Debate
 10/12/2004 Wrap up of District 19 Debate - Pkg
 10/13/2004 Debate Follow Up - Pkg wrapping up District 19 Debate in Lubbock

 10/13/2004 Debate Follow Up - Pkg wrapping up District 19 Debate in Lubbock

 10/13/2004 Debate Follow Up - Pkg wrapping up District 19 Debate in Lubbock

10/13/2004 District 19 Debate Tease Coverage For Abilene Debate
 10/13/2004 District 19 Preview - Abilene Debate - Gfx
 10/14/2004 District 19 Preview - Abilene Debate - Gfx
 10/14/2004 District 19 Preview - Abilene Debate - Gfx
 10/14/2004 District 19 Incumbents In Washington - Special Pkg
 10/14/2004 Coverage From Abilene - Set Vo-Sot - Final District 19 Debate

 10/15/2004 Abilene District 19 Debate - Vo
 10/15/2004 District 19 Incumbents In Washington - Vo/Sot
 10/19/2004 Lubbock County Commissioner Precinct 3 - Pkg
 10/19/2004 Lubbock County Commissioner Precinct 3 - Vo/Sot
 10/20/2004 Firefighters Endorse Charlie Stenholm - Vo/Sot
 10/20/2004 Charlie Stenholm Reacts To Negative Ads - Pkg
 10/21/2004 Early Voting Locations In Lubbock - Graphic
 10/21/2004 Early Voting Is Convenient But What Happens if You Take Advantage
 and Vote Twice - Vo
 10/21/2004 Voter Fraud - Pkg
 10/21/2004 Early Voting Locations In Lubbock - Graphic
 10/21/2004 Lubbock Democrats Post Controversial Link On Web site - Pkg
 10/21/2004 It's Illegal To Vote Twice - Vo/Sot
 10/22/2004 Lubbock Democrats Post Controversial Link On Web site - Pkg
 10/22/2004 Early Voting In Lubbock
 10/22/2004 Early Voting In Lubbock
 10/22/2004 Voting Twice Is Against The Law
 10/22/2004 Political Signs Stolen From Lubbock Resident - Vo/Sot
 10/22/2004 Early Voting Numbers
 10/22/2004 Political Sign Wars - Vo/Sot
 10/22/2004 Early Voting Numbers
 10/22/2004 Early Voting Numbers
 10/22/2004 South Plains College Students Educate Voters On District 19
 Candidates - Pkg
 10/24/2004 Large Turnout At The Polls In First Week Of Early Voting - Vo/Sot

KCBD On Air Local Political Free Time Log

October 4, 2004 - November 1, 2004

Date	Description of Coverage	Candidates	Time Aired	Length	(00:00PM)	(mm:ss)	Neugebauer
		Stenholm Peterson Jones Miller Isett McVay					
10/4/2004	District 19 Candidates Comment on Medicare - Each candidate was given six minutes to discuss the issue	Randy Neugebauer, Charlie Stenholm, Chip Peterson	5:30 AM	14:20	3:28/6:00	4:21/6:00	5:56/6:00
10/5/2005	District 19 Candidates Comment on South Plains Water	Neugebauer, Stenholm, Peterson	5:30 AM	13:40	2:26/6:00	6:00/6:00	4:45/6:00
10/6/2004	District 19 Candidates Comment on Agriculture	Neugebauer, Stenholm, Peterson	5:30 AM	13:05	1:30/6:00	5:27/6:00	5:15/6:00
10/7/2004	District 19 Candidates Comment on National Defense	Neugebauer, Stenholm, Peterson	5:30 AM	11:02	1:21/6:00	5:47/6:00	6:00/6:00

10/8/2004 District 19 Candidates on Social Security Neugebauer, Stenholm,
Peterson 5:30 AM 12:50 :55/6:00 5:10/6:00 5:50/6:00

10/12/2004 District 19 Congressional Debate Live from Texas Tech University:
aired live debate- candidates answered nine total questions rotating two-minute
answers followed by one-minute responses from the other two opponents before
moving on to the next question Neugebauer, Stenholm, Peterson 7:00
p.m. 0:30:00

10/17/2004 District 19 Congressional Debate Live from McMurry in
AbileneUniversity: re-broadcast 10/14 debate from abilene follwing Meet the
Press Sunday mornin. Debate format was sameas Lubbock debate Neugebauer,
Stenholm, Peterson 10:30:00 a.m. 0:30:00

10/25/2004 State Representative Candidates (Districts 83&84) Comment On
Education - each candidate was given up to five minutes to talk about the issue
Delwin Jones, John Miller, Carl Isett, Freda McVay 5:30 AM 15:58
2:35/5:00 3:54/5:00 3:01/5:00 5:00/5:00

10/26/2004 State Representative Candidates (Districts 83&84) Comment On Water
Concerns For West Texas Jones, Miller, Isett, McVay 5:30 AM
2:58/5:00 3:51/5:00 2:08/5:00 2:03/5:00

10/27/2004 State Representative Candidates (Districts 83&84) Comment On
Agriculture Jones, Miller, Isett, McVay 5:30 AM
1:15/5:00 3:34/5:00 2:41/5:00 2:45/5:00

10/28/2004 State Representative Candidates (Districts 83&84) Comment On Ho